

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Macy's

Herald Square, Broadway, 34th to 35th St.

The Most Profitable Business Day of the Month—
FOR OUR CUSTOMERS

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Only 12 such Thursday events in the Year—Sales in which you reap the benefit of an entire Month's special preparation.

April Thursday Economy Sale

Sufficient of almost every item to last nearly all day Thursday. Some may even last until Friday morning. Come early.

BLOUSES OF WHITE JAPANESE SILK, \$1.89

Dainty model, as illustrated; made of lustrous, washable white silk; all seams are joined with hemstitching; and sailor collar and revers are edged with embroidered organdie. Cut on the newest, smartest lines.

Third Floor, 34th Street.

Women's SILK DRESSES, \$17.74

Afternoon Dresses of crepe meteor, plain and toned taffeta trimmed with Roman silk and fine laces, many with bustle and tunic effects. Light and dark colorings.

Third Floor, Broadway.

DRESDEN RIBBONS (yd.), 15c

Made to Sell for 20c to 25c

Pretty Dresden patterns on light or dark ground; 3½ to 4 inches wide; for trimming hats or dresses.

Main Floor, Centre.

Women's TAILOR-MADE SUITS, \$16.74

Usually \$22.74

Semi-blouse coat with long back, draped moire collar and ornaments, three-quarter sleeves. Skirt with the newest back drapery; in navy, Copenhagen, reseda and black-and-white checks.

Third Floor, Broadway.

Women's SILK GLOVES, 79c

Good quality, in mousquetaire style; full elbow length; double finger tips; four rows of heavy crocheted embroidery on black-and-white in self color and also black with white, and white with black embroidery.

Main Floor, Broadway.

Women's SERGE COATS, \$13.74

A three-quarter length model in very fine navy or black serge, with deep kimono sleeve, and back yoke effect. Novelty collar with sailor back and long shawl front, fancy cuffs. Front fastens with ornament of self material and is trimmed by buttons covered with moire. The Coat has the correct straight lines and is silk lined throughout.

Third Floor, Centre.

LACE AND BATISTE COLLAR AND CUFF SETS, 49c

A special purchase of an importer's discontinued patterns. Included are sets of embroidered batiste combined with imitation baby Irish lace and others of imitation Venice lace—all in a variety of shapes and patterns.

Main Floor, Broadway.

Misses' SERGE Dresses, \$13.74

Macy's Price Was \$16.74

One-piece Dresses of fine serge; in navy, Copenhagen, green, tango, or black with deep shawl collar, girdle, cuffs and ruffled tunic of hemstitched taffeta; vestee of silk net. Sizes 14, 16 and 18 years.

Third Floor, 35th Street.

Women's & Misses' PETTICOATS, \$2.19

Misses' and Women's Petticoats of silk Jersey, with a deep, pleated flounce of messaline; in black, staple and new shades.

Third Floor, Rear.

Girls' Ramie Linen DRESSES, \$4.89

For the girl from 10 to 15 years of age; pretty model with detachable pointed collar and turn-back cuffs. The skirt is tiered and the separate belt is of suede. In pretty shades of leather, green, rose, white and cadet.

Third Floor, 35th Street.

Women's UNION SUITS, 37c

Usually 49c

Low neck, sleeveless, Swiss ribbed Union Suits of fine lisle thread; umbrella drawers, lace trimmed. Also Jersey ribbed Union Suits, of lisle thread and cotton; low neck and sleeveless, finished with picot edge; umbrella drawers, lace trimmed.

Both in regular sizes of 34 to 38 bust measure.

Main Floor, Centre, Rear.

Infants' COATS, \$3.96

Macy's price was \$4.96

Black-and-white check or navy serge has been used for these little Coats; with belt, collar and cuffs of plaid ratine; satin lined; sizes 2 to 5 years.

Infants' Wear Dept., Third Floor, 35th St.

Coffee Percolators, \$1.96

Standard price \$2.50

Rochester Percolators, as illustrated; heavily nickel-plated on copper; capacity 7 cups. Of very pretty shape, with fancy glass top. One of the best Percolators made.

Basement, 35th Street.

BLACK SPLIT HATS, 79c

About 2,000 of these new Hats made of that black shiny straw now so fashionable. Small, medium and large effects in choice of 15 shapes.

Second Floor, 34th Street.

SAMPLE LACE VEILS, 49c

Macy's Usual Price, 96c

Chantilly Lace Veils, 1½ yards long, with plain or scroll patterned centre and floral borders. The colors are taupe, brown, navy, also black and white.

Main Floor, Broadway.

ROMAN SILK BAGS, \$3.89

Macy's Price Was \$4.89

A pretty Hand Bag, copied from a Paris design; in the fashionable Roman striped silk, with handle to match; inside frame; lined with colored silks; bound with black velvet.

Main Floor, 34th Street.

Women's LISLE HOSIERY (pr.), 31c

Fine gauge mercerized lisle Stockings; extra heavy sole and toe with high spliced heel; double elastic welt top; the lustre of a silk Stocking with the wearing qualities of lisle.

Main Floor, Centre.

Women's NAINSOOK GOWNS, 69c

Nightgowns in seven different and desirable styles; elaborately trimmed with lace and embroidery, in "Marguerite" designs; simple designs in fine nainsook with dainty torchon lace and embroidery, and in the popular cotton crepe with embroidery medallions in yoke and sleeves.

Third Floor, Rear.

ROMAN SILK GIRDLES, 67c

A special purchase; a variety of patterns and colorings in the popular Roman stripe silk; reinforced with five 5-inch strips of featherbone; securely fastened with strong hooks and eyes, concealed by five self-covered buttons.

Main Floor, 34th Street.

LACE CURTAINS (pr.), \$1.24

Macy's Usual Prices would be \$1.98 to \$2.98

A special purchase of Net Curtains, with three sizes of fancy filet lace insertion. 2½ to 4½ inches wide; edged with 2-inch lace, in Arabian, Also cream and Arabian Scrim Curtains with similar insertion, finished with a plain, deep hem.

Fourth Floor, 35th Street.

SATIN LINING REMNANTS reduced (yd.), 39c, 49c & 79c

Were 69c to \$1.19 yard. Cotton backed Satins; plain, striped and brocaded, in Spring weights; 24 to 36 inches wide.

Cotton Linings, Satens, Percalines and Lawns at 9c, 17c and 23c yard (were 12c, 23c and 32c). The width is 36 inches.

Lining Dept., Second Floor, Broadway.

"BIEN JOLIE" BRASSIERES, 39c

Macy's Price Was 59c

These Brassieres present a great saving at this price, which is due to the discontinuing of these models. Of fine batiste with lace yoke or net medallions, edged with lace under the arm-shoulder; surplus crossing in the back. Sizes 32 to 48.

Third Floor, 35th Street.

INITIAL STATIONERY (box), 24c

A box contains 24 sheets of linen-finished paper, stamped in gold with any initial desired, and 24 envelopes to match. There are several styles of envelopes to select from.

Main Floor, Rear.

NEW 1914 DRESS FORMS, \$2.69

A canvas-covered Form, with arm holes and top covered with heavy nickle-plated metal. The bust is covered with canvas of especially fine quality, with seams neatly tailored. The bust revolves on a strong rod set in a substantial four-footed base.

Main Floor, 34th Street.

"RAINY DAY" UMBRELLAS, 79c

Macy's Price Was 97c

For men and women. Made on 8-rib paragon frames. The covering is of tested fast black material. All have cases and handles of natural woods in various styles.

Main Floor, 35th Street, Broadway.

"THE ROSARY" MUSIC ROLLS, 34c

List Price, \$1.00; Macy's Price Was 81c

Hand-played Music Rolls, 88 notes; complete with words.

Fourth Floor, 34th Street, Rear.

BUNGALOW BRASS BED, \$3.89

Macy's Usual Price \$5.24

Two-inch posts with heavy cross rods in head and foot. Strongly constructed and finished in either satin or bright with "Damarda" rust proof lacquer. In 3-ft. size only.

Sixth Floor.

WOMEN'S "COLONIALS," \$2.97

Smart new last, as illustrated. In patent coltskin with silk figured backs; also in all patent coltskin and all dull calfskin. High Spanish heels of leather.

Second Floor, 35th Street.

SPOT-PROOF BROADCLOTH (yd.), 98c

Macy's Usual Price \$1.49

About 3,400 yards of Broadcloth, 48 to 49 inches wide, in the weight suited to dresses, suits or separate skirts. Fine lustrous finish, this fabric is in the following colors: dark, medium and light navy; golden brown, garnet, seal brown, Alice blue, dark Copenhagen, plum, wistaria myrtle and Russian green.

Dress Goods Dept., Second Floor, Rear.

BRAIDS AND TRIMMINGS (yd.), 5c

Made to Sell from 15c to 50c

Fancy trimmings, mounted on lace net, and flat braids, mostly colored; in widths from 1¼ to 2 inches.

LACE PLEATINGS (yd.), 16c

Pretty patterns, in shadow laces; also tucked net pleatings, 2 to 3 inches wide, in white and cream.

Main Floor, 34th St.

27-INCH WHITE PIQUE (yd.), 24c

Usually 39c

A desirable fabric with the fine laundering qualities for which pique is noted. Suitable for smart frocks, shirt waists, nurses' uniforms or children's wear.

White Goods Dept., Second Floor, Centre.

ENGLISH PRINTED BEDSPREADS, \$1.19

Imported Bedspreads, in a wide variety of effective designs printed in beautiful color combinations. Very heavy and serviceable.

Basement, Rear.

2,500 YARDS OF CANTON CREPE (Yard), 99c

Sold Elsewhere at \$1.35

Imported Canton Crepe of very heavy, superior quality; width 39 inches. In colors: Rose Copenhagen Russian Blue Wistaria Taupe Royal Blue Navy Brown Black

Silk Department, Second Floor, 35th St.

54c Special Six-Course Luncheon (Restaurant) 54c

Served Thursday, April 16—11.30 A. M. to 2.30 P. M.

ART GLASS DINING ROOM DOME, \$6.98

Macy's Price Was \$11.89

A 22-inch Dome composed of eight panels of amber or Nile green art glass with a wide insert of red art glass between panels. Fitted with a metal rocco beading and a beautiful bugle and bell glass fringe. Complete with gas stem sliding canopy, return arm and inverted gas burner, mantle and globe.

Same Dome fitted with chain and three sockets, complete for electricity, \$8.98. Macy's price was \$13.89. If you live in the City of New York, we will hang the Gas Dome in your house for an additional charge of \$1.50 or the Electric Dome for an additional charge of \$2.00.

Basement, Broadway.

MANICURE ARTICLES (ea.), 24c

Usually 34c, 39c and 49c

All new, high grade merchandise; the assortment includes nail scissors, 3½ and 4 inches long; cuticle scissors, 3½ and 4 inches long; flexible nail files with fancy handles, nail clippers, tweezers, corn knives and cuticle knives with a choice of handles.

Main Floor, Centre.

The AMERICAN COOK BOOK, 74c

Publisher's Price \$1.00

Recipes for every day use by Janet McKenzie Hill. A Cook Book known for its reliability, practical helpfulness and instructive illustrations.

Main Floor, 35th Street, Rear.

CANNED VEGETABLES

Sweet Early June Peas, School Days Brand, No. 2 can, 10c.

Red Kidney Beans—Red Rover Brand, No. 2 can, 10c.

Pork and Beans—Armour's Veribest, plain or with tomato sauce, No. 1 can, 10c.

Tomatoes—Red, ripe solid packed "Simon Pure Brand," so-called qt. can, Elsewhere 10c.

Cream Sugar Corn—Conecago Brand, No. 2 can, Elsewhere 10c.

Borden's Pure Milk—Evaporated, sterilized and unseasoned; 16-oz. can, Elsewhere 10c.

Fifth Floor, 35th Street.

MUSLIN SHEETS (ea.), 54c

Full sized Muslin Sheets, with wide hems; of excellent quality muslin that will wear and launder well.

Basement, Rear.

VACUUM BOTTLES (Each), \$1.79

Usually \$2.39

A special importation of these useful Bottles which will hold a quart of liquid and keep it hot or cold for many hours. The body of the bottle is of aluminum or nickel, some with brown pigskin covers; others of composition.

Fifth Floor, 34th Street.

MEN'S SILK CRAVATS, 24c

Macy's Price Was 49c

Open-end shapes in plain repps, fancy weaves—in fact everything that is used in good Neckwear. Made from the surplus stock of a well-known silk manufacturer.

Main Floor, 35th Street.

MEN'S 50c SILK LISLE HOSE, 31c

Macy's Usual Price, 48c

Medium weight. Fine gauge mercerized lisle Socks, double soles and toes, extra high spliced heels. In black, tan, gray and navy. All sizes. Elastic rib top. An exceptionally neat appearing and good wearing hose.

Main Floor, 35th Street.

THE FAMOUS MACY SHIRTS, 68c

We sold 2,500 dozen of these Shirts last season. Shirts which are, at the prices, the best values ever offered. Made of high count fine percales and woven madras materials. Coat models, laundered cuffs attached. Sizes 14 to 18.

Main Floor, 35th Street.

"ATAVIO HABONERO" CIGARS (50), 99c

Macy's Usual Price, \$1.36

A very large panetela shaped cigar, made in the famous "La Yebana" factory in Manila, of a fine grade of tobacco.

Fifth Floor, 35th Street.

MEN'S SHOES AND OXFORDS, \$2.89

Taken from our regular stocks. Some of them were \$4.96. Not all sizes in every style, but an excellent assortment in which you surely will find the style and size you want.

Main Floor, Broadway, 35th Street.

MEN'S FINE SILK HANDKERCHIEFS, 39c

All superior and heavy qualities which usually retail at Macy's at 49c, 69c, 79c, 98c and up to \$1.24 and \$1.49. We consider these Handkerchiefs a very great value at 39c.

Main Floor, 34th Street.

1200 SILKOLINE COMFORTABLES, 59c

Macy's Usual Price Is 69c

Light weight summer Comfortables, cotton filled, covered with floral patterned silkoline on one side, and plain colored on the other. Size 51 x 64 inches.

Basement, Rear.

REED PULLMAN SLEEPERS, \$19.49

Usually \$25.50

A white enameled Reed Sleeper; fine reed, swell sides, sanitary corduroy cushions, steel tubing gear, wheels heavily rubber tired—and with every Sleeper we will supply two name plates for baby's initials.

Second Floor, Balcony, 34th Street.

OXFORD COWHIDE BAGS, \$7.94

Macy's Usual Price, \$8.94

Sewed-in frames and corners, brass locks and slides, leather lined, three pockets. Sizes 17 and 18 inches.

Fifth Floor, Rear.

AXMINSTER CARPETS (yd.), 64c

Macy's Usual Price \$1.34

About ten patterns, some with borders to match. The majority are in half rolls, sufficiently large to cover an ordinary sized room; several designs are in full rolls, sufficient to cover several rooms. The goods are perfect and the designs are in bedroom effects, and a few in Oriental patterns.

Fourth Floor.

PHOTOGRAPH FRAMES, 49c

Usually 69c

Pretty cabinet size Frames of French tapestry, in blue, light green, pink and white, mounted with gilt edges and wreaths; have an easel for standing, or a ring by which to hang them.

Main Floor, Broadway.

ROYAL WILTON RUGS

Macy's Usual Price, Special Price

22½ in. x 36 in.	\$2.97	\$1.98
27 in. x 54 in.	\$4.48	\$2.48
36 in. x 63 in.	\$6.89	\$3.48
36 in. x 72 in.	\$8.24	\$4.48

Four sizes only in this special sale. All perfect. Rugs, but the assortment is not varied. In two-tones of blue, two-tones of green and one pattern in an Oriental design green and brown mixed.

Fourth Floor.

SPRING RATINES (yd.), 49c

Macy's Prices Were 79c to \$1.29

Silk-and-cotton Ratines, in plain and brocaded effects, 36 and 38 inches wide, in sky, pink, rose, Copenhagen, tango, maize, grey, wistaria, navy and black. Also fancy Ratines in Scotch plaids, stripes and checks, 40 and 42 inches wide.

Wash Goods Dept., Second Floor.

REPRODUCTIONS OF FRENCH PERFUMES (MACY) 39c

ounce bottle

At this price your choice of

- Lilas Natural, usually 74c an ounce.
- Rose d'Or, usually 58c an ounce.
- Euroma, usually 74c an ounce.
- Cherie, usually 49c an ounce.

Toilet Waters of the same fragrant odors, usually 74c a bottle.

Macy's Perfumes are perfect reproductions of the fine French Perfumes that are sold at \$2.00 the ounce.

Main Floor, Centre, Rear.

MEN'S TAN RAINCOATS, \$4.35

Macy's Usual Price \$4.75

Absolutely rainproof. If unsatisfactory will be replaced by another. Tan cassimere, double texture with plaid back. Seams cemented and taped. Slash pockets; buttons to the neck. Length 50 inches; all sizes. The buttons are reinforced.

Fifth Floor, Broadway.

MEN'S UNDERWEAR (garment), 27c

Balbriggan Underwear in Spring weight. Made of fine combed yarn. Shirts with short sleeves, French neck and pearl buttons. Drawers, ankle length with bicycle seat. At this price they cannot be matched in any other New York store.

Main Floor, Centre.

'Viewnot' FIELD GLASSES, \$5.69

Macy's Price Was \$6.74

Fitted with powerful achromatic lenses that give a large and clear field of vision. In black leather with Japanese tubes and bars. Shoulder straps.

Main Floor, Balcony, 34th Street.

"FRUIT OF THE LOOM" MUSLIN NIGHT SHIRTS, 63c

Sizes 15 to 20. Made by a well-known maker of fine sleeping garments. Plain white, trimmed throughout, surplus neck.

Main Floor, 35th Street.

BOYS' WASH SUITS, 98c

Sailor and Russian Suits of white linene. Blue chambray and striped galates; long or short sleeves. Eton, sailor or military collars. Bloomer or knee trousers. Sizes 2½ to 10 years.

Second Floor, 35th St., Rear.

Children's Stamped Dresses, 49c

Pretty pique Dresses, stamped in dainty designs; neck and sleeves to be scalloped; finished with belt.

Lingerie Pillow Slips, 39c

Assorted sizes; embroidered in various effective designs.

Art Embroidery Dept., 3d Floor, 34th St.

SPRING REEFERS, \$2.49

Made of all-wool chevrons and cassimeres; full three-quarter length models; emblem on sleeves; twill lined. In a large variety of gray, tan and brown mixtures. Sizes 2½ to 8 years.

Second Floor, Rear.

"KREMENTZ" CUFF BUTTONS, \$1.24

The post and beam of these Cuff Buttons are made of one piece of metal so that they cannot break. Should one fail to give satisfactory service, it will be promptly exchanged.

All are 14 kt. gold plate, some in Roman gold, some in English finish and in a variety of styles, engine turned, hand-engraved, or the two combined.

Main Floor, 34th St., Broadway.

Boys' \$1 Shirts & Blouses, 48c

Macy's Price Was 74c

Made of plain white or striped madras with collar attached or separate soft collars. Blouse sizes 6 to 16 years; Shirts, 12 to 14 inch.

Second Floor, Rear.

RUFFLED MUSLIN FLOUNCINGS, (yd.) 49c

Flouncings for baby's dresses; finished with an embroidered ruffle; some with inserts of lace; others with embroidered beading.

Main Floor, Centre.

Boys' Sturdy SHOES, \$2.49

High Boots or Oxfords; fine black calfskin; Goodyear welted soles.

Second Floor, 35th Street, Rear.

HAMMADAN PERSIAN RUGS, \$5.34

This is a very special price for a hand-made imported Rug, average size 2 ft. 3 in. x 3 ft. 3 in. In beautiful color effects.

Fourth Floor, Centre.

CUT GLASS BOWLS, \$1.39

Usually \$2.69

Rich Cut Glass Berry or Salad Bowls, as illustrated, 8 inches in diameter. Very effective and elaborate designs, deeply cut. A remarkable value.

Basement, 34th Street.